



## Take 3

Decrease clinical trial costs  
and bring products to market faster

Take three minutes for a crash course on analytics.

## Lessons from clinical research and development leaders

# Decrease clinical trial costs and bring products to market faster

A BioPharma company that conquers its operational data—delivering easy access to accurate, timely information—is likely to get their drug to market faster—resulting in more revenue, increased market share, and improved patient outcomes.

BioPharma clinical trials are more global and complex than ever, generating immense data across the clinical trial lifecycle. Functional data silos and numerous applications often hinder leaders who need a comprehensive view of their clinical trials portfolio over multiple global sites to make informed decisions. As a result, many hours are spent collecting and massaging diverse data needed to optimize trial operations and improve cost and resource efficiencies.

Leaders need a holistic end-to-end review of study-, site-, and program-level metrics to make data-driven decisions to improve trial operations and bring products to market faster.

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## A case in action

This global pharmaceutical organization had grown through a series of significant acquisitions. Its therapeutic area business units functioned autonomously with their own methodologies, data management systems, and CROs, which made accessing reliable portfolio information difficult.

Deloitte implemented an analytics platform that collects R&D operations data from over 60 internal and external sources and enables stakeholders to quickly identify issues and traverse from portfolio- to program- to study- to site-level detail. Some of the business value gained includes:

- Greater alignment and accountability among teams
- Transparent measurement of progress toward goals and milestones
- Proactive portfolio tradeoff decisions and clinical trial adjustments
- Reduced trial process cycle times

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# Gain an end-to-end view of all your clinical operational data

### Decide on key business metrics

The first step in enhancing operations is to evaluate your business and decide where you want to focus your efforts. What information do you need to make better operational decisions? Gain agreement on what should be measured, how it will be measured, and how that information will be incorporated into decisions across the clinical trial value chain.

### Harmonize data to enable more informed decisions

Standardizing data gathered from dozens of internal and external sources may be your biggest obstacle. Deciphering various names and codes is a tedious process that requires in-depth clinical knowledge and a holistic view of the clinical trial process. The good news is that once data standards are established, ongoing maintenance is simpler when it's built into the process.

### Get an end-to-end view of your data

A consolidated view of the data collected and handled is not enough. If you use several clinical vendors to meet specific needs and reduce risk, a consolidated view of all your data—whatever the source—on one shared platform can foster interactivity and collaboration. It should provide role-based insights across vital metrics, ranging from enrollment rate and screen failure rate to risk proportion and protocol deviations.

### Embed intelligence across the process

An effective integrated platform incorporates advanced analytics, including predictive analytics, at every stage of the process to uncover actionable insights that were difficult—or perhaps impossible—to attain before. It also incorporates a self-learning system designed to improve predictions and prescriptions over time. Data visualization tools can proactively deliver insights to users who can ask questions and obtain reliable, consistent information to make informed decisions—fast.

### Transform insights into action

A collaborative platform that incorporates predictive and prescriptive analytics can inform proactive decisions to avoid problems before they happen. Advanced clinical enterprises may also adopt customized and adaptive nudges that can help overcome cognitive biases, leading to more objective decisions.

### Implement to drive lasting change

Providing your people with easy access to the data they need, when they need it, can help make their jobs easier, more productive, and more engaging. But it's easy to slip back into old habits, which is why effective training and change management should be integrated into your implementation plans in an effort to gain sustained long-term benefits.

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# Should we talk?

Deloitte's life sciences practitioners include physicians, clinical development specialists, and process optimization specialists who understand first-hand the challenges your organization faces. They work side-by-side with business and technology consultants to develop holistic solutions across people, processes, and technology designed to help you grow market share, bring products to market faster, and deliver better patient outcomes. We're continually working to add new advanced analytic and cognitive capabilities to meet the demands of today and the challenges of tomorrow.

## **Aditya Kudumala**

### **Principal**

Deloitte Consulting LLP  
Email: akudumala@deloitte.com

## **Amy Cheung**

### **Principal**

Deloitte Consulting LLP  
Email: amyycheung@deloitte.com

## **Dawn Anderson**

### **Managing Director**

Deloitte Consulting LLP  
Email: dawanderson@deloitte.com

## **Rajeev Vasudeva**

### **Managing Director**

Deloitte Consulting LLP  
Email: rvasudeva@deloitte.com

## **Deborshi Dutt**

### **Principal**

Deloitte Consulting LLP  
Email: debdutt@deloitte.com



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